

A selling terminal sends an enterprise ID and article detail information as article information together with allocation point information, and an electronic commerce system stores the article information and the allocation point information in correspondence with each other. A purchase terminal sends article information and transaction information as article transaction information, and the electronic commerce system stores the article transaction information. The electronic commerce system calculates a point number with reference to the enterprise ID and transaction information from the article transaction information, and stores the enterprise ID and the point number in correspondence with each other as point information. Referring to the allocation point information in correspondence with the article information, an incentive is provided to a seller enterprise by discounting an intermediation fee of the article transaction.